

EXPRESS MAIL CERTIFICATE

Date

Label No.

I hereby certify that, on the date indicated above, this paper or fee was deposited with the U.S. Postal Service & that it was addressed for delivery to the Assistant Commissioner for Patents, Washington, DC 20231 by "Express Mail Post Office to Addressee" service.

PLEASE CHARGE ANY DEFICIENCY UP TO \$300.00 OR CREDIT ANY EXCESS IN THE FEES DUE WITH THIS DOCUMENT TO OUR DEPOSIT ACCOUNT NO. 04-0100

Name (Print)

Signature

Customer No.:



07278

PATENT TRADEMARK OFFICE

MAIL DATE CANCELLED

Docket No.: 2315/OH316



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: Moshe TAMIR, et al.

RECEIVED

Serial No.: 09/728,613

Art Unit: 2173

MAR 18 2002

Confirmation No.:

Technology Center 2100

Filed: November 30, 2000

Examiner:

For: METHOD AND APPARATUS FOR PROVIDING DYNAMIC INFORMATION TO A USER VIA A VISUAL DISPLAY

SUBMISSION OF FORMAL DRAWINGS

Hon. Commissioner of
Patents and Trademarks
Washington, DC 20231

Sir:

EXPRESS MAIL CERTIFICATE

Date

11/21/01

Label No.

EL 670669456-45

I hereby certify that, on the date indicated above, this paper or fee was deposited with the U.S. Postal Service & that it was addressed for delivery to the Assistant Commissioner for Patents and Trademarks, 2900 Crystal Drive, Arlington, VA 22202-3513 by "Express Mail Post Office to Addressee" service.

B. W. LEE
Name (Print)

B. W. Lee
Signature

We have now procured and enclose herewith the formal drawings

(Figures 1-14, 15A, 15B, 15C, 16-20; 20 sheets) for this application.

Respectfully submitted,

Dated: November 21, 2001

Pierre R. Yanney

Reg. No. 35,418

Attorney for Applicant(s)

DARBY & DARBY P.C.
805 Third Avenue
New York, New York 10022
212-527-7700

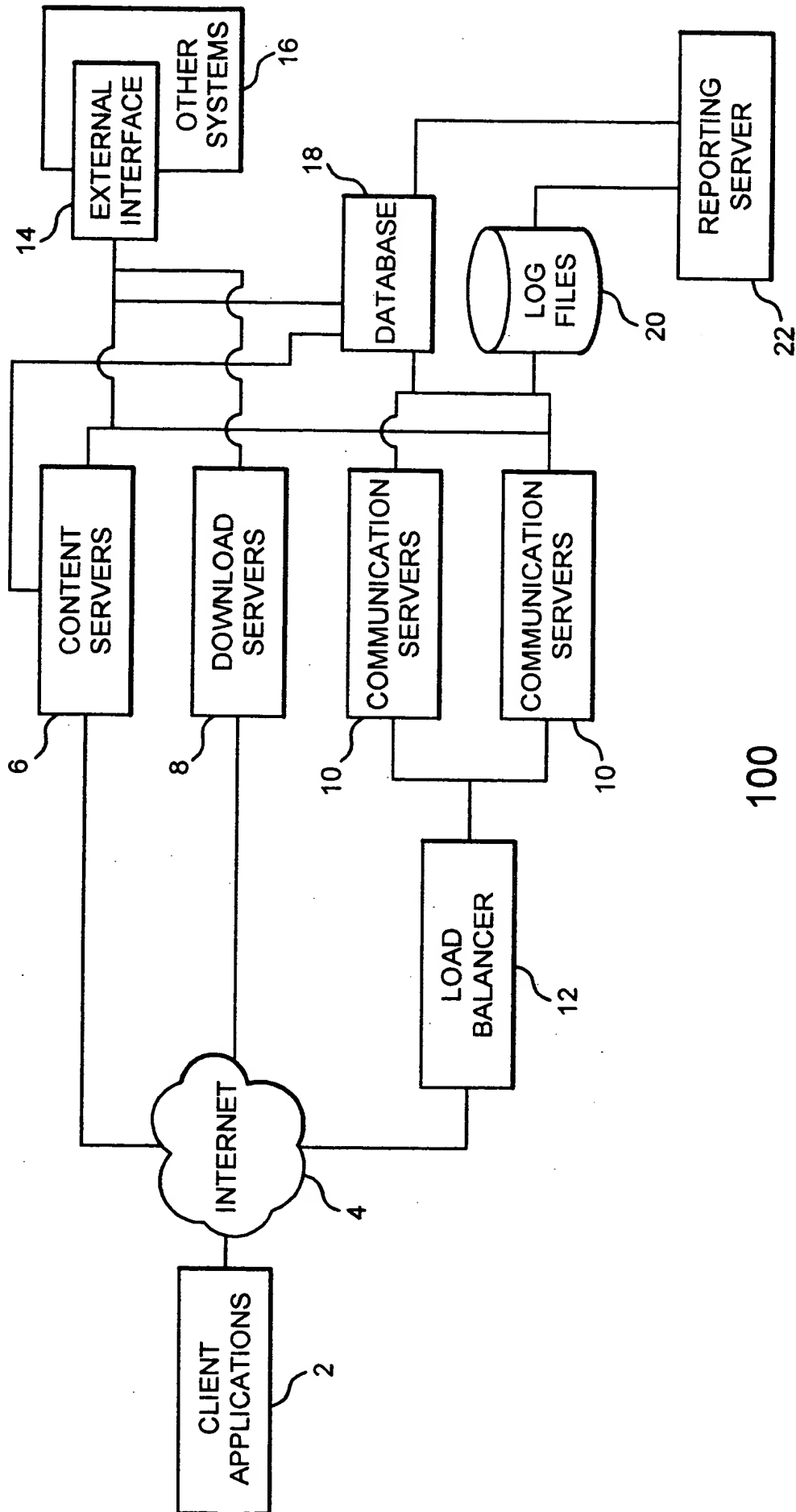


FIG. 1

FIG. 2

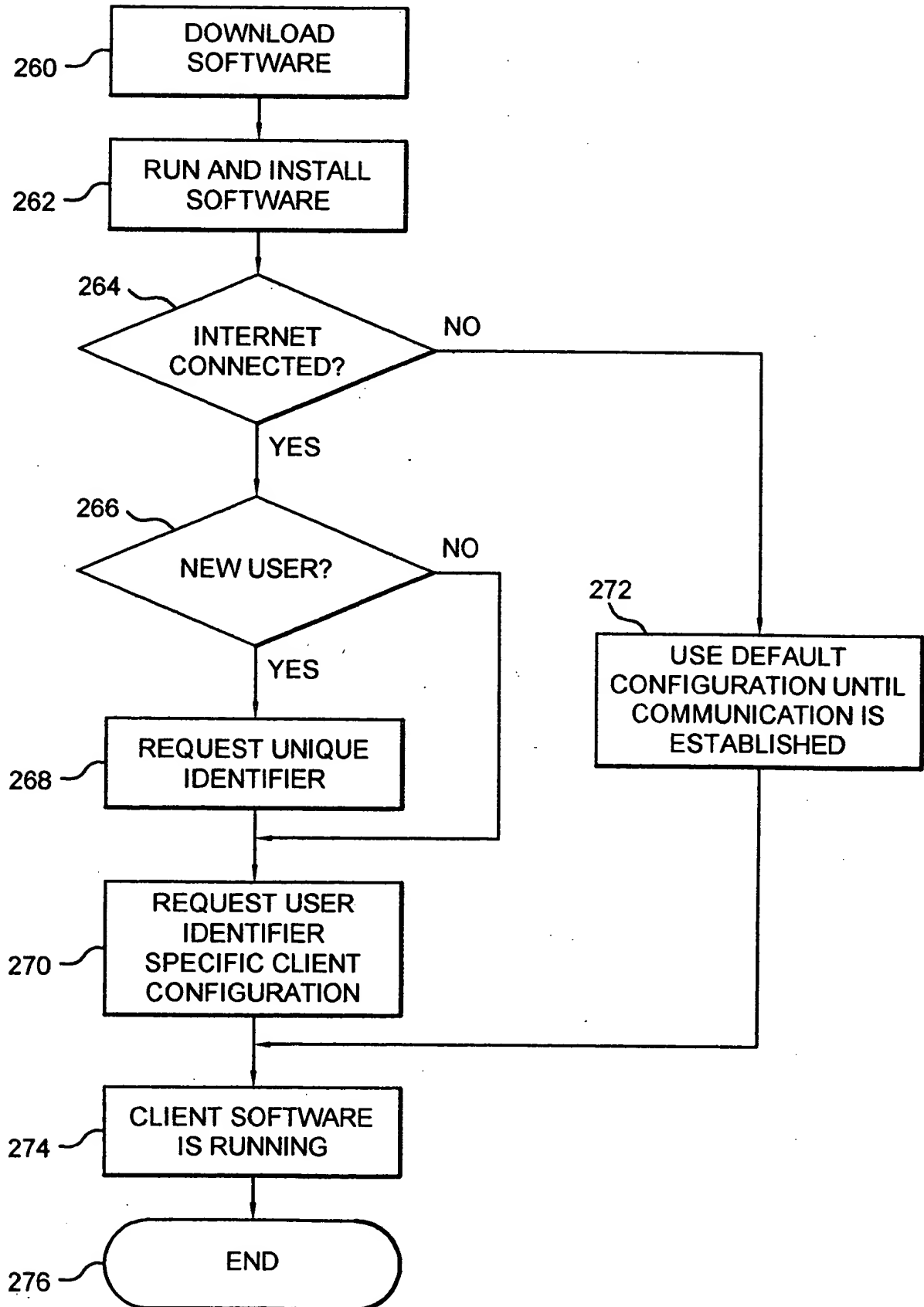
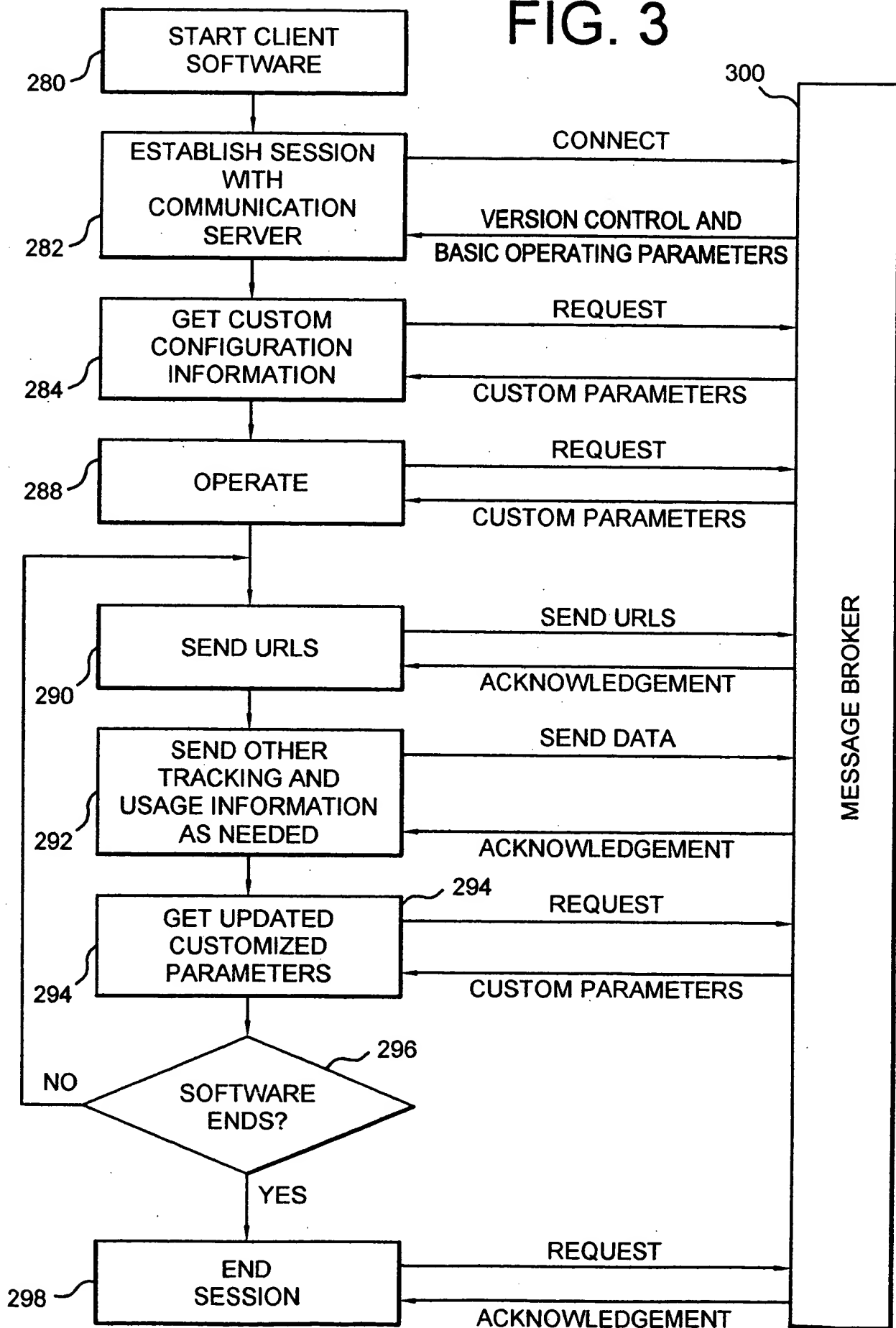


FIG. 3



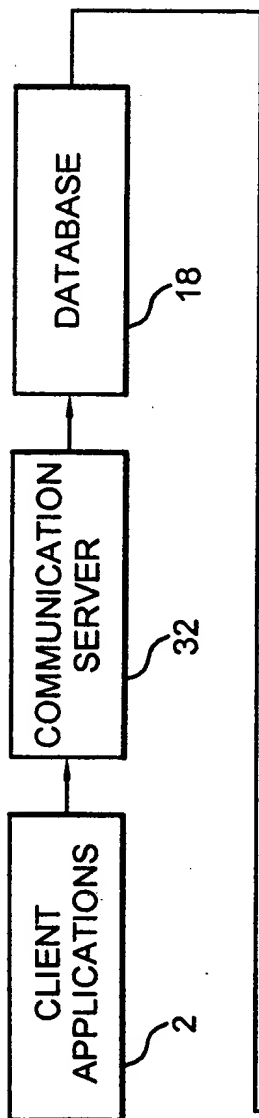


FIG. 4

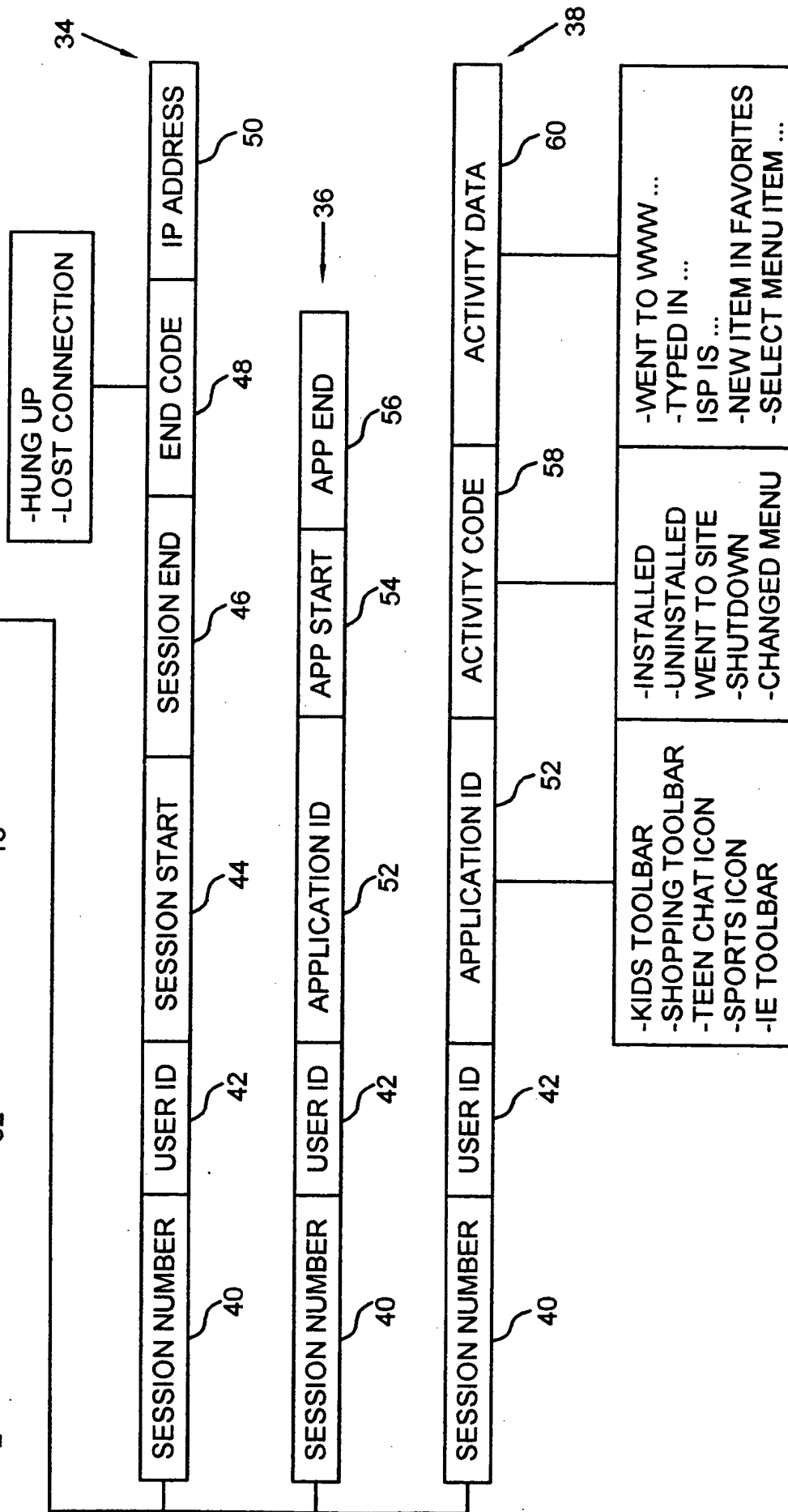


FIG. 5

DATA POINT	DESCRIPTION
42 USER IDENTIFIER	UNIQUE IDENTIFIER FOR THE USER THIS IS A 38-CHARACTER FIELD
72 USER NUMBER	INTERNAL NUMBER USED FOR FOREIGN KEY WITHIN THE DATABASE SYSTEM
50 IP ADDRESS	LAST IP ADDRESS OF USER
74 COUNTRY CODE	COUNTRY CODE OF USER BASED ON LAST LOGIN
76 LAST LOGIN	LAST LOGIN DATE

FIG. 6

DATA POINT	DESCRIPTION
72 USER NUMBER	INTERNAL NUMBER USED FOR FOREIGN KEY WITHIN THE DATABASE SYSTEM
82 APPLICATION IDENTIFIER	APPLICATION THAT IS IN SESSION WITH SERVER
50 IP ADDRESS	IP ADDRESS USED DURING SESSION
44 SESSION START	TIME AND DATE OF START OF SESSION
46 SESSION END	TIME AND DATE OF END OF SESSION
302 SESSION IDENTIFIER	UNIQUE SESSION IDENTIFIER

FIG. 7

DATA POINT	DESCRIPTION
82 APPLICATION IDENTIFIER	UNIQUE IDENTIFIER OF THE APPLICATION
84 APPLICATION NAME	TEXT NAME TO DESCRIBE APPLICATION IDENTIFIER SUCH AS SHOPPING TOOLBAR, TEEN CHAT, ETC.
86 APPLICATION MESSAGE INTERVAL	INDICATES THE FREQUENCY AT WHICH A NEW MESSAGE SHOULD BE PROVIDED TO THE CLIENT FROM THE MESSAGE QUEUE. TIME IN SECONDS.
88 WELCOME WAIT INTERVAL	INDICATES HOW LONG TO WAIT BEFORE REQUESTING THE NEXT DISPLAY MESSAGE FROM THE MESSAGE QUEUE. TIME IN SECONDS.
90 CLIENT QUERY TIME INTERVAL	HOW FREQUENTLY THE CLIENT SHOULD QUERY THE SERVER FOR INFORMATION. TIME IN SECONDS.
92 APPLICATION VERSION	CURRENT VERSION OF THE APPLICATION
94 APPLICATION UPDATE URL	FOR AUTO-UPDATE - WHERE TO FIND THE NEWEST VERSION OF THE APPLICATION

FIG. 8

DATA POINT	DESCRIPTION
APPLICATION IDENTIFIER	UNIQUE IDENTIFIER OF THE APPLICATION
COUNTRY CODE	COUNTRY CODE OF MESSAGE. A DEFAULT WILL BE USED FOR COUNTRIES NOT LISTED.
NAVIGATION URL	URL TO NAVIGATE

FIG. 9

DATA POINT	DESCRIPTION
APPLICATION IDENTIFIER	UNIQUE IDENTIFIER OF THE APPLICATION
BEHAVIOR TYPE	TYPE OF USER, FINANCE, SPORTS, STYLE, ETC. THE BEHAVIOR TYPE OF STYLE 1 - STYLE 1000 IS RESERVED FOR THE STYLE OF PRESENTATION.
TAG NAME	APPLICATION SPECIFIC INFORMATION TAG
VALUE NAME	APPLICATION SPECIFIC VALUE FOR TAG

FIG. 10

DATA POINT	DESCRIPTION
72 USER NUMBER	INTERNAL NUMBER USED FOR FOREIGN KEY WITHIN THE DATABASE SYSTEM
112 USER BEHAVIOR TYPE	TYPE OF USER, FINANCE, SPORTS, ETC.
114 WEIGHT	HOW THE TYPE WEIGHS AGAINST OTHER TYPES

FIG. 11

DATA POINT	DESCRIPTION
72 USER NUMBER	INTERNAL NUMBER USED FOR FOREIGN KEY WITHIN THE DATABASE SYSTEM
308 SESSION IDENTIFIER	DATE OF USING THIS URL
320 DOMAIN	DOMAIN PART OF URL
322 PAGE	PAGE PART OF URL WITHIN DOMAIN
324 PAGE TYPE	TYPE OF PAGE (SPORTS, FINANCE, ETC.) IF THIS CAN BE DETERMINED
326 DURATION	NUMBER OF SECONDS SPENT ON THIS PAGE

FIG. 12

DATA POINT	DESCRIPTION
72 USER NUMBER	INTERNAL NUMBER USED FOR FOREIGN KEY WITHIN THE DATABASE SYSTEM
82 APPLICATION IDENTIFIER	UNIQUE IDENTIFIER OF THE APPLICATION
92 APPLICATION VERSION	VERSION OF USERS' APPLICATION FOR INFORMATION PURPOSES ONLY
122 DOWNLOAD DATE	DATE APPLICATION WAS DOWNLOADED
124 LAST LOGIN	LAST DATE USER USED THIS APPLICATION
126 LAST MESSAGE ID	THE LAST MESSAGE ID THE CLIENT HAS DISPLAYED

FIG. 13

DATA POINT	DESCRIPTION
82 APPLICATION IDENTIFIER	UNIQUE IDENTIFIER OF THE APPLICATION
132 DAY YEAR	DATE REPRESENTATION OF DAY OF YEAR AND YEAR
134 EVENT CODE	CODE FOR AN APPLICATION EVENT SUCH AS POPUP, NAV, UNINSTALL, ETC.
136 COUNT	NUMBER OF TIMES EVENT CODE OCCURRED FOR A GIVEN DAY

FIG. 14

DATA POINT	DESCRIPTION
82 APPLICATION IDENTIFIER	UNIQUE IDENTIFIER OF THE APPLICATION
112 BEHAVIOR TYPE	BEHAVIOR TYPE TO SEND THIS MESSAGE. USERS WITH THIS BEHAVIOR TYPE WILL RECEIVE THIS MESSAGE. A BEHAVIOR TYPE OF 'ALL' WILL ALLOW ALL USERS TO RECEIVE THIS MESSAGE
152 MESSAGE NUMBER	A SYSTEM ASSIGNED SEQUENTIAL NUMBER. MESSAGES ARE DISPLAYED IN SEQUENTIAL ORDER TO THE USER
154 MESSAGES	MESSAGES TO BE DISPLAYED IN SEQUENTIAL ORDER TO THE USER
74 COUNTRY CODE	COUNTRY CODE OF MESSAGE. A DEFAULT CODE WILL BE USED FOR COUNTRIES NOT LISTED
156 URL	FULLY QUALIFIED URL
158 BROWSER MODE	THE MODE THE BROWSER WINDOW WILL BE DISPLAYED. EITHER SMALL DIALOG WINDOW OR FULL BROWSER
160 POPUP MODE	THE METHOD THE BROWSER WINDOW WILL BE DISPLAYED. EITHER POPUP OR PULSE ICON
162 BROWSER WIDTH	THE WIDTH OF THE BROWSER WINDOW
164 BROWSER HEIGHT	THE HEIGHT OF THE BROWSER WINDOW

FIG. 15A

DESCRIPTION	AVAILABILITY
TIME	CURRENT TIME
USER IDENTIFIER	UNIQUE IDENTIFIER ASSIGNED TO EACH CLIENT THIS IS A THIRTY-EIGHT CHARACTER VALUE
USER IP	IP ADDRESS OF THE USER
ACTIVITY	<p>TEXT FIELD TO DESCRIBE ACTIVITY</p> <p>POPUP A POPUP MESSAGE WAS RECEIVED</p> <p>CLICK THE WINK TRAY ICON WAS CLICKED TO BRING UP A DIALOG BOX (FOR ICONS THAT HAVE DIALOG BOXES)</p> <p>NAV THE USER NAVIGATED TO THE SITE</p> <p>SESSION END-OF-SESSION RECORD</p> <p>UNINSTALL THE USER UNINSTALLED THEIR SOFTWARE</p>

172

42

174

176

A

A

FIG. 15B

14/20

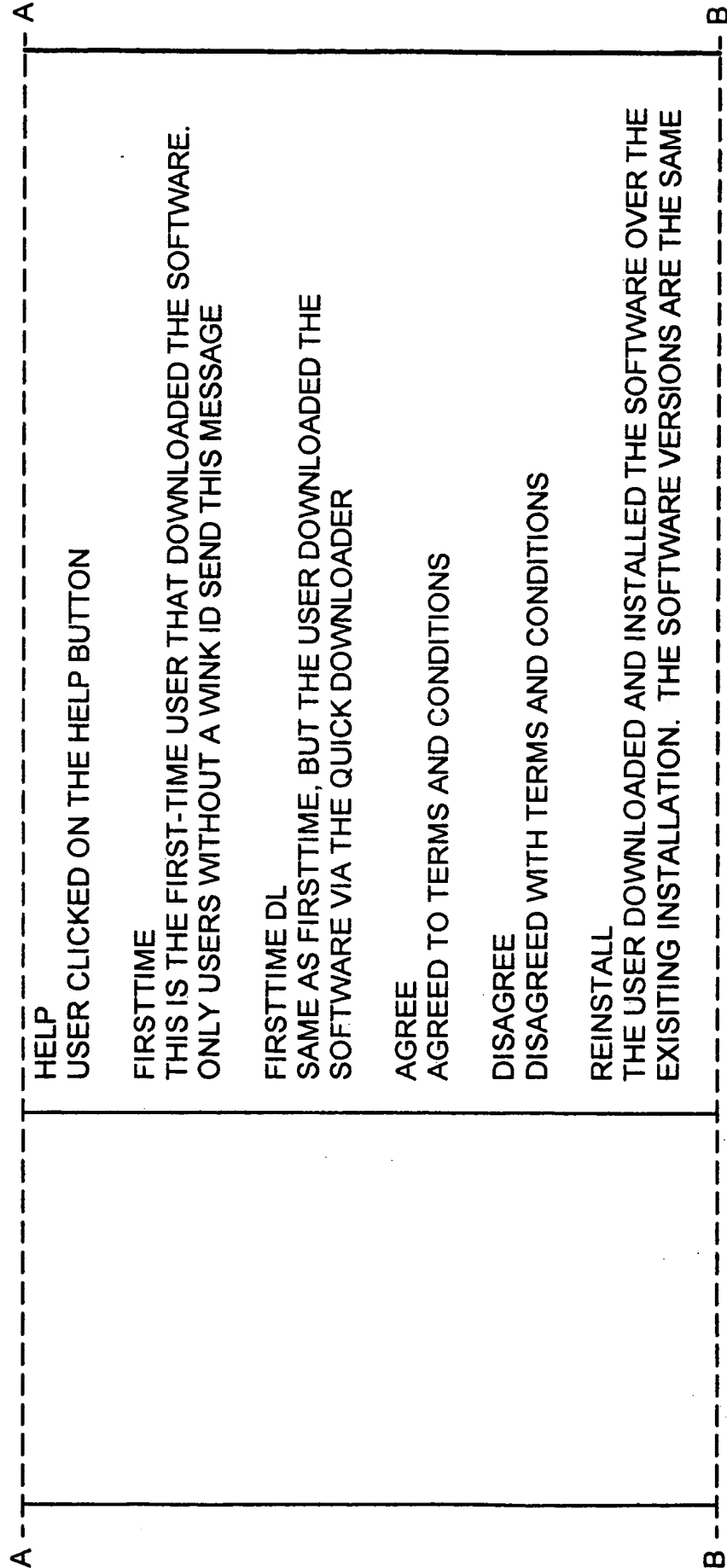


FIG. 15C

B	B	
178	ACTIVITY INFO1	<div data-bbox="646 905 683 1461">ACTIVITY SPECIFIC INFORMATION</div> <div data-bbox="721 1115 797 1461">POPUP DOCUMENT NUMBER</div> <div data-bbox="834 1052 911 1461">SESSION START TIME OF SESSION</div>
180	ACTIVITY INFO2	<div data-bbox="954 911 992 1461">ACTIVITY SPECIFIC INFORMATION</div> <div data-bbox="1029 1199 1105 1461">POPUP DOCUMENT URL</div> <div data-bbox="1143 869 1219 1461">SESSION DURATION OF SESSION IN SECONDS</div>

FIG. 16

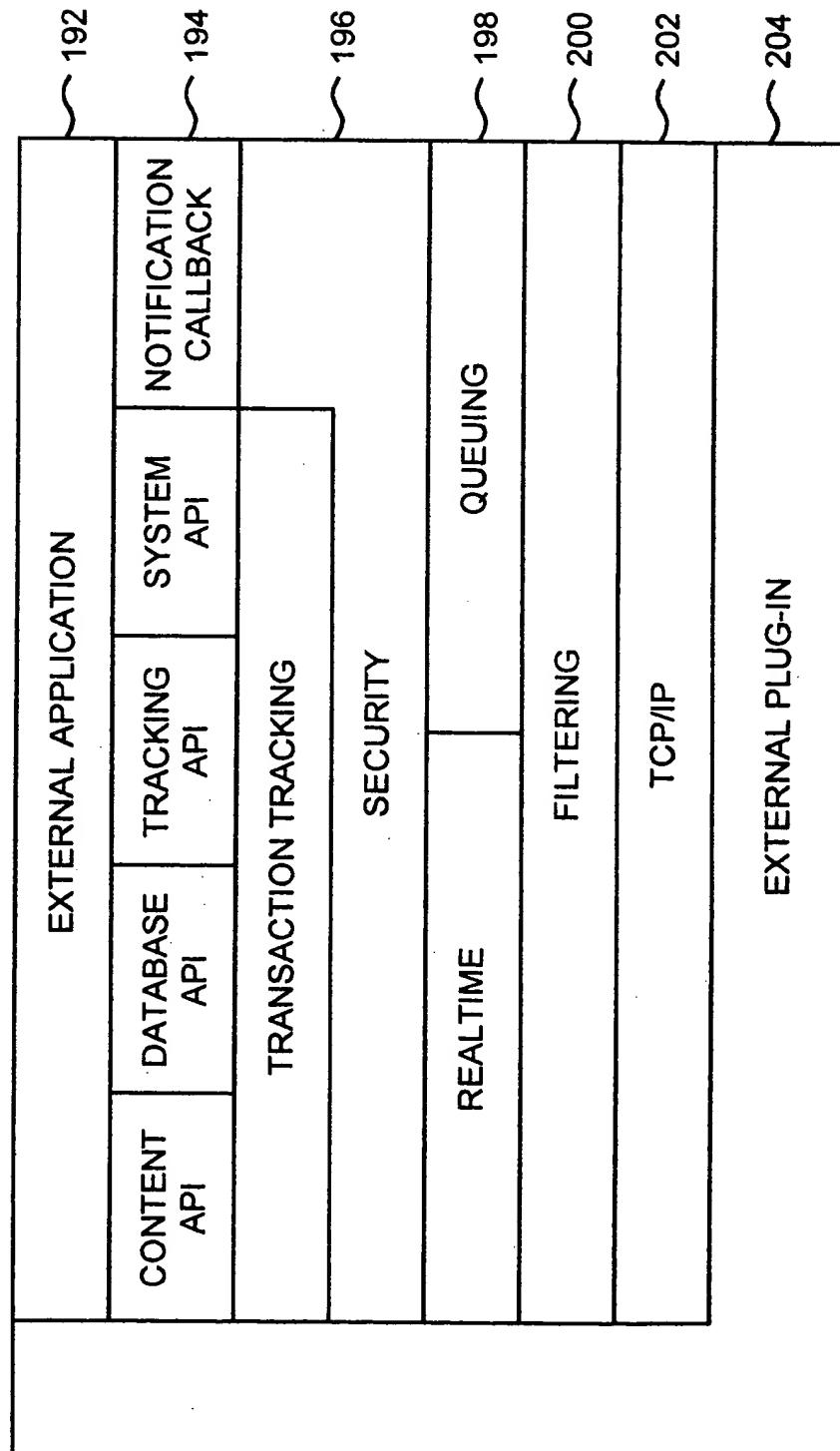
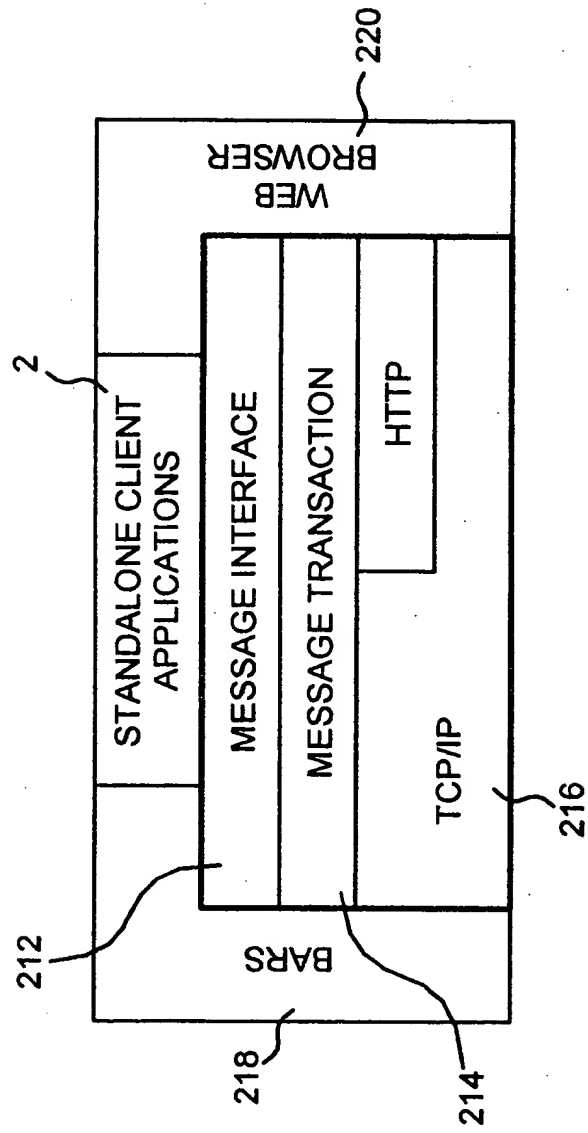


FIG. 17



232

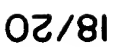
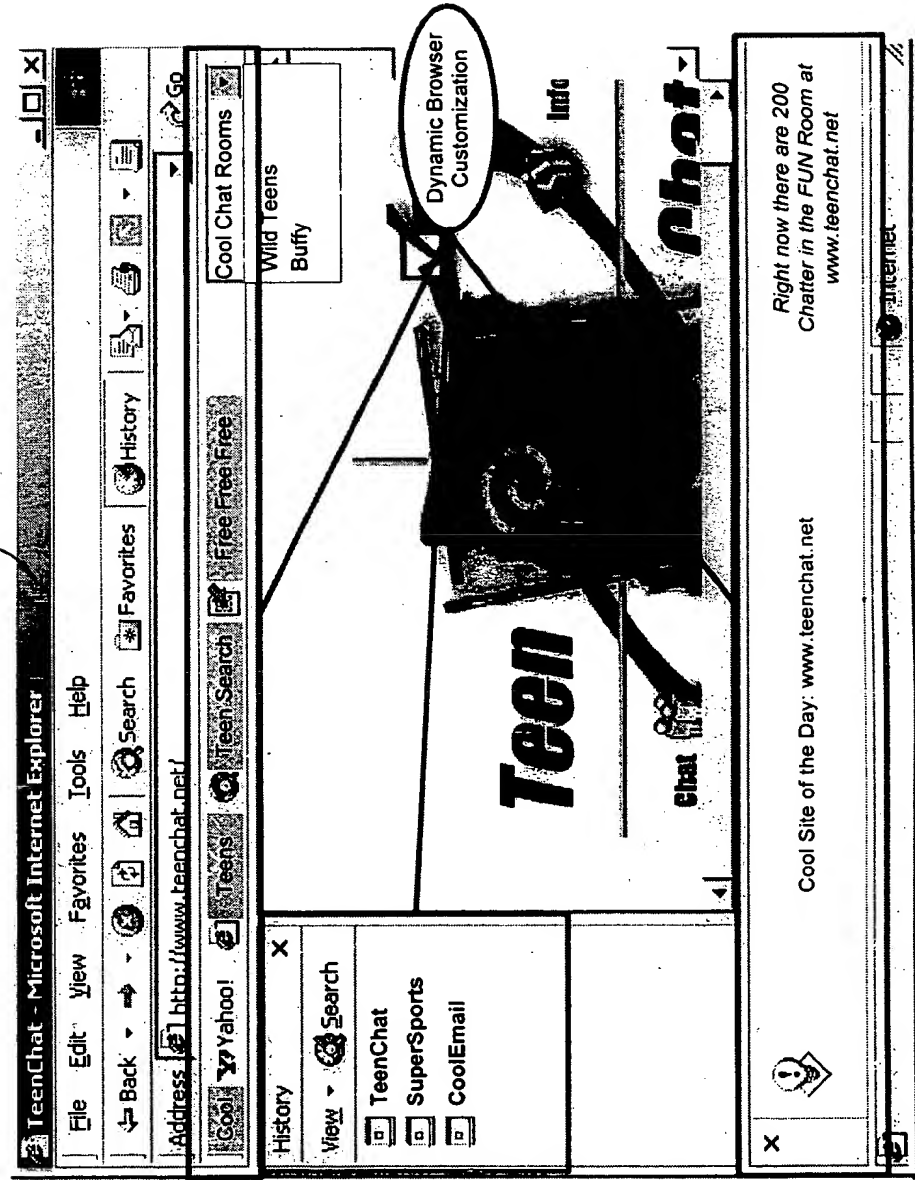


FIG. 19

248



242

244

246

FIG. 20

